



BIKE SHARE

October 1 - October 31 2019 Tempe Report



GRID Bike Share is Operated By:



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System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	745	N/A
Trips		
Total Trips	3,280	1,319
Trips Per Day (average)	106	42
Utilization Rate (trips per bike per day)	.14	.05
Active Members		
Total Membership	34,524	N/A
Monthly/Yearly Plans	668	N/A
Pay-As-You-Go & 7 Day Plan	33,379	N/A
Revenue		
Total Revenue	\$9,310.84	\$1,581.65
Maintenance/Customer Service Activity		
Total CS Cases Created	164	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

Table 2: Active Members (Full System)

Membership Type	New Sign Ups	Total Active Members
Student	33	160
Monthly	23	244
Annual	1	151
Other	4	113
Pay As You Go	498	33,751
7 Day Pass	91	105
TOTAL	650	34,524

Trips

Table 3: Cumulative Trips Per Day of the Week - October (Tempe Only)

M	T	W	Th	F	Sa	Su
154	193	128	189	223	200	232

Table 4: Trip Initiation Method (Tempe Only)

Mobile	512
Keypad (manually entered)	789
Keypad RFID Card	15
Website	3

Table 5: Trips

	Oct (Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	3,280	46,166	1,319	17,643
Total Miles Ridden	5,649	74,266	1,668	29,195
Avg Trip Distance	1.5	1.6	1.2	1.7
Avg Trip Time	14:44	21:40	35:14	24:42
Avg Weekday Trips	103	212	42	59
Avg Weekend Day Trips	107	229	43	53
Holds	182	2,784	N/A	N/A
Ended out of Hub	706	14,429	264	7,369
Ended out of System Area	28	326	12	116

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Table 6: Trip Stats by Member Type (Full System)

Member Type	Oct. Trips	%	Trips YTD	% YTD
Pay-as-you-go	89	39%	17,027	37%
7 Day Pass	198	6%	3,243	7%
Annual	406	10%	3,163	7%
Monthly	416	11%	5,691	12%
Student	1,192	30%	11,857	26%
Other	979	5%	5,185	11%
TOTAL	3,280		46,166	

Table 7: Trip Stats by Member Type (Tempe Only)

Member Type	Oct. Trips	%	Trips YTD	% YTD
Pay-as-you-go	27	2%	6,949	39%
7 Day Pass	102	8%	1,075	6%
Annual	127	10%	388	2%
Monthly	86	7%	1,025	6%
Student	524	40%	7,028	40%
Other	453	34%	1,178	4%
TOTAL	1,319		17,643	

Wednesday October 27th was the highest day for regional ridership with a total of 132 trips taken. For trips originating in the Tempe service area, Tuesday October 5th was the top day for ridership with 69 trips taken.

Station Performance

Table 8: Regional Station Performance

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P106: 1st St / Washington St	211	M110 2nd St / Hobson	0
P124 3rd St / Taylor St	206	T23 Escalante Center	0
T14 College Ave / University Dr	204	M113 2nd St. & Morris (Mesa Center for Higher Ed)	0
T16 Apache Blvd / Rural Rd	192	M119 5th St. and Hibbert (Escobedo Park)	0
T17 Tempe Beach Park	162	M125 Main St. and Hibbert	0
P129 5th St / Roosevelt St	158	M118 MacDonald and 2nd St.	0
T21 Forest Ave/ Lemon St. (Gammage)	158	M123 1st Place and Date St.	0
T26 ASU Memorial Union	150	M121 2nd Ave. and Center	0
T01 5th St / Forest Ave	136	M122 462 N. Drew St. (Drew Community Park)	0
T20 Tempe Center for the Arts	134	M105 Robson / 1st St (i.d.e.a. Museum)	0

Table 9: Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T14 College Ave / University Dr	15	92	112	204	0	0
T16 Apache Blvd / Rural Rd	15	84	108	192	0	0
T17 Tempe Beach Park	25	82	80	162	0	0
T21 Forest Ave/ Lemon St. (Gammage)	20	79	79	158	0	0
T26 ASU Memorial Union	25	76	74	150	0	0
T01 5th St / Forest Ave	25	62	74	136	0	0
T20 Tempe Center for the Arts	10	65	69	134	0	1.24
T27 McAllister Ave / Apache Blvd	25	59	53	112	0	0
T11 University Dr / Mill Ave	20	46	59	105	0	0
T31 5th St / Mill Ave	15	43	43	86	0	0
T29 Tempe Town Lake Marina	9	42	43	85	0	0
T03 Rural Rd / Terrace Rd	11	43	35	78	0	0
T04 Apache Blvd / Dorsey Ln	10	40	34	74	0	37.79
T15 8th St / Dorsey Ln	10	33	28	61	0	0
T25 University Dr. / ASU Student Housing	25	24	32	56	0	0
T02 3rd St / Mill Ave	9	25	29	54	0	0
T24 Westside Center	10	20	27	47	0.15	0
T28 Rio Salado Pkwy / Mill Ave	15	21	23	44	0	0
T18 Neil Giuliano Park	15	16	22	38	0	0
T13 College Ave / Apache Blvd	15	10	24	34	0	0
T05 McClintock Dr / Apache Blvd	15	18	14	32	0	0
T10 Washington St / Priest Dr	10	12	18	30	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	14	14	28	0	0
ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	6	20	6	26	59.5	0
ASU Coor Hall - S Forset Mall (Virtual Hub)	6	14	6	20	0	0
T09 Washington St / Center Pkwy	9	9	7	16	0	0
T19 Kiwanis Park	15	8	8	16	0	0
T22 Baseline Rd / Priest Dr	10	6	5	11	0	0
T30 Evelyn Hallman Park	8	6	5	11	0	32.94
T32 North Tempe Multigen Center	10	4	5	9	0	0
T08 Apache Blvd / Price Rd	10	3	3	6	0	0
T23 Escalante Center	10	4	2	6	0	0
T07 Smith-Martin / Apache Blvd	10	0	4	4	0	0
T12 Rural Rd / Southern Ave	10	1	3	4	0	0
ASU Hayden Library - Cady Mall (Virtual Hub)	6	3	0	3	21.9	0
ASU Orange St - S McAllister Mall (Virtual Hub)	6	0	0	0	100	0

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	225,960	2,970,640	66,720	1,167,800
Carbon Offset	4,971 lbs	65,354 lbs	1,467 lbs	25,692 lbs

**Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.*

**Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO₂ per mile and an assumption that the trip was taken in lieu of driving a car the same distance.*

Maintenance & Rebalancing Operations

Table 11: System-Wide Operations Data

	System Wide	Tempe
Average number of bikes in service each day	745	N/A
Bikes inspected in field	553	347
Bicycles repaired	133	47
Average bike repair time	30 min	30 min
Bikes lost or stolen this month	12	5
Graffiti Cleaned	4	0

Staff recovered 6 bikes that temporarily went missing during the month.

Table 12: Reported Repairs/Issues (Full System)

	Type of Issue	October	YTD
1	Other	269	2,101
2	Seat	2	72
3	Shifting/Pedaling	3	80
4	Lock	22	288
5	Keypad	57	535
6	Brakes	2	50
7	Flat Tire	43	371
8	Lighting	6	59
9	Frame	6	35
	Total	407	3,588

Customer Service Reporting

Table 13

The top customer service contact category for the GRID system in October was Member Inquiries

Reason For Contact	October Created Cases (Full System)	YTD
Member Inquiries	34	316
Billing	9	168
Account Management	10	152
Bike Issue	33	236
Charges	18	194
General Education	8	120
Operations	7	100
Sign Up	1	31
Hub Request	3	17
Partnerships	1	22
New Program Request	0	1
Total CS Cases Created	164	1,397

Table 14: Customer Service Responsiveness (Full System)

Time of call/email request	
Avg time to answer	32 sec
Avg duration of call	4:13 min

Table 15: Agreed Service Levels for Operations within the Tempe System Area

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	82%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Operations staff have been dealing with the ongoing issue of intermittent connection issues on bikes across the GRID system. Connection issues can occur due to a glitch in the bikes controller unit, low battery or issues with the software or hardware. Some connection issues resolve themselves while others require staff to flag the bike for repair. A controller losing connection can result in the inability for a user to rent a bike, an inaccurate GPS location and erroneous charges for a user. Operations staff monitors these connection issues on an ongoing basis and aim to resolve them quickly.

Financial Summary

Table 16

Revenue Category	Full System	% of Total	Tempe Only*
Membership Fees	\$4,038.00	23%	N/A
Ride Fees	\$4,678.84	26%	\$1403.65
Out of Hub Fees	\$1,176.00	7%	\$358.80
Out of System Area Fees	\$20.00	0%	N/A
Rider Bonuses Given	-\$602.00	-3%	-\$180.60
Ad Revenue	\$8,500	48%	N/A
TOTAL	\$17,810.84		\$1,581.65

Data has not been audited and is only to be used as an approximation of Gross Revenue

**Fees specific to the Tempe system are reported by SoBi as a combination of both out of hub and out of system area fees. The Tempe fees include all fee balances accrued by users in the month regardless of whether the charge was actually executed that month.*

Marketing Summary

Table 17: Social Media

Social Media Outlet	Followers	Impressions
Facebook	2,717 (+4)	1,204
Twitter	1581 (+10)	4,817
Instagram	102 (0)	564

Table 18: Events

Event Name	City	Date
GRID For All Aeroterra Ride On	Phoenix	October 19
Downtown Phoenix Inc. Rainbow Ride	Phoenix	October 21

Weather

Table 19 (Source: www.wunderground.com)

OCT	high	low	avg	Precip. sum
1	91	66	78.3	0
2	91	67	79.3	0
3	94	69	82.4	0
4	94	74	83.9	0
5	95	70	82.8	0
6	94	68	81.7	0
7	98	69	83	0
8	95	70	82.8	0
9	93	67	81	0
10	87	68	76.8	0
11	87	64	75.1	0
12	89	65	77.1	0
13	90	64	77.5	0
14	88	66	77.5	0
15	93	70	80.3	0
16	96	69	82.2	0
17	96	73	83.5	0
18	85	69	76.3	0
19	84	61	73.4	0
20	86	58	72.6	0
21	85	60	72.4	0
22	89	60	76.3	0
23	90	62	75.9	0
24	85	62	74.1	0
25	83	67	73.7	0
26	84	58	71.2	0
27	87	57	73.3	0
28	72	56	65.1	0
29	74	49	61.3	0
30	69	53	60.5	0
31	76	45	60.5	0